

History of the President's Council on Physical Fitness and Sports 1953-2002 (Selected Highlights)

DATE	ADMINISTRATION	CHAIR	EVENT/PROGRAM
1953-61	DWIGHT D. EISENHOWER		Published report by Kraus/Weber created concern about the physical fitness of America's children relative to their European counterparts.
1956 (6/18-19)			President's Conference on Fitness of American Youth at U.S. Naval Academy
7/16/56		Vice President Richard M. Nixon, Chairman Shane McCarthy, Executive Director, 1956-61	President Eisenhower creates the President's Council on Youth Fitness with cabinet-level status. The Executive Order specifies "one" objective. The first Council identifies itself as a "catalytic agent" concentrating on creating public awareness. A President's Citizens-Advisory Committee on Fitness of American Youth is confirmed to give advice to Council.
9/9-10/57			Conference on Physical Fitness of Youth, U.S. Military Academy, West Point, NY – plan of action developed. The first nationwide pilot study of 8,500 boys and girls ages 5 thru 12 resulted in start of national testing program (today known as President's Challenge)
1961-63	JOHN F. KENNEDY	Charles (Bud) Wilkinson, Consultant to the President on Physical Fitness, 1961-63. Richard Swider, Council Administrator	President Kennedy changes the name to the President's Council on Physical Fitness to address all age groups. The President amended the Executive Order by one objective – enlisting the aid of citizens, civic groups, etc. With the aid of the Advertising Council, Inc., a nationwide public service advertising campaign was launched. President Kennedy 'walks the talk' taking the 50 mile hikes. State demonstration centers were designed in 1961 to showcase model elementary and secondary schools. In that same year, President Kennedy speaks at the Conference on Physical Fitness of Youth. Regional clinics and educational films are initiated.
1963-69	LYNDON B. JOHNSON	Stan Musial, Consultant to the President on Physical Fitness, 1964-67. Hubert H. Humphrey, Consultant to the President, 1967. James A. Lovell, Chair, 1967-78	President Johnson changes the name to the President's Council on Physical Fitness and Sports to encourage lasting fitness gains through sports and games. The President also added 5 objectives to the Executive Order. The second national fitness survey of 10 to 17 year olds takes place in 1965. In 1966, the President establishes the Presidential Physical Fitness Award for exceptional achievement by boys and girls ages 10 to 17 based on the survey. The Council supervised

		Robert Stewart, Council Administrator, 1964-67. John P. Wilbern, Council Administrator, 1967-70	the National Youth Sports Program for disadvantaged youth. The PCPFS was placed administratively under DHEW.
1969-74	RICHARD M. NIXON	James A. Lovell, Chairman, 1967-78. C. Carson Conrad, Executive Director, 1970-84	The Council expanded the Presidential Physical Fitness Awards to include recreation departments and groups such as boys and girls clubs. Special Advisors were developed in 1970 to stimulate the development of physical fitness programs for employees, enhanced public relation activities and instigated the possibility of private support for Council projects. Three conferences were held on fitness in business and industry in 1972, 1973, and 1974. The Presidential Sports Award was established in 1972 to motivate Americans to participate regularly in fitness/sports activity.
1974-77	GERALD R. FORD	James A. Lovell, Chairman, 1967-78 C. Carson Conrad, Executive Director, 1970-84	The Executive Order was amended with two additional objectives in 1976 to charge the Council with informing the general public of the importance of exercise and assisting business and industry in establishing sound physical fitness programs. In 1975, the third national youth fitness survey takes place and results did not show as much improvement as those of 1965. In 1976, the Presidential Sports Award was available in 43 categories.
1977-1981	JAMES E. CARTER	Governor Jerry Apodaca, Chairman, 1978-80 Al McGuire, Chairman, 1980-81	Council membership amended to 15 members; President Carter speaks at 1 st National Conference on Physical Fitness . In 1979, physical fitness and exercise become one of 15 priority areas in a national health promotion/disease prevention initiative with PCPFS as lead agency; CDC, science advisor. Congress passes Amateur Sports Act of 1978 reorganizing the USOC.
1981-1989	RONALD W. REAGAN	George Allen, Chairman, 1981-88 Richard Kazmaier, Chairman, 1988-89 C. Carson Conrad,	The Executive Order is amended to 10 objectives. The 1985 National School Population Fitness Survey spurs the development of the National Physical Fitness Award. PCPFS joins National Recreation and Parks Association in the National Fitness Coalition to stimulate recreation and parks officials to initiate fitness programs. Some of Coach Allen's goals included: the National Fitness Foundation; U.S. Fitness Academy; National Fitness Classic; Adult Fitness Card;

		<p>Executive Director, 1970-84</p> <p>Ash E. Hayes, Executive Director, 1985-89</p>	<p>and National Fitness Testing Week, Youth Fitness Forums, etc. The Healthy American Fitness Leaders Award begins and a physical fitness postage stamp is issued. Coach Allen appointed 44 Special Advisors. 1983 – White House Symposium on Physical Fitness and Sports Medicine and May is proclaimed National Physical Fitness and Sports Month; 1984 – National Conference on Youth Fitness and 6 regional public hearings on physical fitness and physical education take place. Also in 1984, The first National Women's Leadership Conference on Fitness takes place with First Lady as Honorary Chair. In 1987, the Amateur Athletic Union is awarded the contract to administer today's President's Challenge. In the public health arena, the PCPFS reports on the 1990 Objectives in the exercise and fitness priority area. In 1991, the Participant Physical Fitness Award is added.</p>
1989-93	GEORGE H. BUSH	<p>Arnold Schwarzenegger, Chairman, 1990-92</p> <p>Wilmer "Vinegar Bend" Mizell, Executive Director, 1989-91</p> <p>John Butterfield, Executive Director, 1991-93</p>	<p>Great American Workouts are held on White House lawn; chairman visits all 50 states to advocate for daily, quality physical education; the Council is expanded to 20 members; this is prolific era for public/private collaboration on physical fitness programs and initiatives. In 1989, the PCPFS is named lead agency on physical activity and fitness priority area of Healthy People 2000; CDC is science advisor. In 1990, the National Conference on Military Fitness takes place to review important physical fitness issues facing the Uniformed Services today. In 1991, the Participant Physical Fitness Award is added. The Presidential Sports Award recognizes the first family to earn the '<i>Family Fitness Award</i>.'</p>
1993-2001	WILLIAM J. CLINTON	<p>Florence Griffith Joyner (1993-98) and Tom McMillen (1993-97), Co-Chairs. Lee Haney, Chair, 1999-02 and Don Casey, Vice Chair, 2000-02.</p> <p>Sandra Perlmutter, Executive Director, 1993-2001</p>	<p>1993 PCPFS Strategic Planning Forum conducted to discuss adult fitness survey and garner recommendations on how to improve Americans' physical activity and fitness status. Secretary Shalala releases <i>Nolan Ryan Fitness Guide</i> which is made available free of charge to every American who asks for one – over 850,000 distributed. In 1994, the Council releases the <i>Silver Eagle Award</i> to promote fitness among seniors. The landmark <i>Physical Activity and Health: A Report by the Surgeon General</i> is released in 1996. In 1997 <i>Fit Start</i> is added to the Presidential Sports Award and materials made available in Spanish. The President's Challenge releases the Health Fitness Award and materials are made available in Spanish. In cooperation with the National Archive and Records Administration, the Council sponsors <i>Flexing the Nation's Muscle: President's, Physical Fitness and</i></p>

			<p><i>Sports in the American Century</i>, a traveling exhibit featuring twentieth century presidents and their participation in activity and fitness. Sponsored by SGMA and IHRSA, the Council partnered with the Advertising Council to develop a 3 year ad campaign focusing on youth fitness, "Get Off It!" and "Get Up, Get Out." PCPFS and CDC are named co-leads for the physical activity and fitness goals of <i>Healthy People 2010</i> and physical activity is named one of 10 <i>Leading Health Indicators</i>. President Clinton issues Executive Memorandum directing Secretaries of HHS and Education to identify strategies to improve our nation's youth fitness. In November 2000, report is presented to the White House, <i>Promoting Better Health for Young People through Physical Activity and Sports</i>. Plans are put in place for PCPFS website.</p>
2001-	GEORGE W. BUSH	<p>Lynn C. Swann, Chair, 2002- and Dorothy G. Richardson, Vice Chair, 2002-</p> <p>Lisa E. Oliphant, Executive Director, 2001-</p>	<p>The PCPFS launches its gateway website at www.fitness.gov. For the 2001-02 school year, the President's Challenge expands to three distinct areas and the Presidential Active Lifestyle Award is launched. The Executive Director produces monthly <i>F-A-S-T NOTES</i> on the web site and presents PCPFS mission in understandable strategy: Facilitate, Activate, Support, and Transform. On June 6, 2002, President Bush signs Executive Order 13265. The executive order emphasizes the Council's role in advising and assisting the President and the Secretary of Health and Human Services in efforts to expand national interest in and knowledge about the health benefits of regular physical activity and sports. On June 20, 2002, President Bush holds Fitness Expo on the south lawn of the White House and introduces his new Council members.</p>